

# Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

## Draft Meeting Minutes

March 4, 2019 – 41 South Ocean Avenue

### Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)  
Toni LeGras, Beachside Rentals (Co-Chair)  
Richard Shannon, On the Beach B&B

### Others Present:

Shaun Cooper, SLO County Parks & Recreation  
Brynn Hartzell

**Absent:** Jay Patel, Cayucos Beach Inn (excused)

**CBID:** Cheryl Cuming (CAO), Laila Kollmann, and Shirley Lyon

---

1. **Call to Order:** By Co-Chair Carol Kramer at 5:33 p.m.
2. **Public Comment:**
  - a. Carol, Toni, and Melissa met with Brynn Hartzell prior to the meeting and introduced her as a potential candidate to replace Melissa Kurry as the VAC's Administrative Assistant. She was invited to sit through the meeting to get an idea of what the board does.
  - b. A complaint was received from the County regarding the crosswalk between On the Beach and Cayucos Surf Company, as water is creating moss and causing wet and slippery conditions. Richard is working on diverting the water.
3. **Consent Items:**
  - a. Approval of 2/11/19 Minutes: Richard Shannon made a motion to approve the February 11, 2019 Meeting Minutes as corrected that Laila was not in attendance. Toni LeGras seconded the motion; motion carried.
4. **CBID Update**
  - a. Local Fund Stat Summary: The Cayucos destination page views had increased due to the Search Engine Marketing and dynamic search tests by the CBID. The January Digital Marketing Roll Up provided stats from the BID Bunch, including website analytics, paid media, e-blast results, content curation, social media, and public relations.
  - b. CBID Strategic Marketing Plan Progress Report: There are 3 imperatives the CBID is pursuing from the strategic marketing plan and this progress report provided an update on those: Evolve Marketing Leadership with LFAs, Pursue Excellence and Efficiency of Owned Media, and Increase Consideration to Visit Highway 1, 10 Communities, and Assets.
  - c. CBID Organizational Structure: A breakdown was provided that showed all of those involved in the CBID and LFAs, starting with the Board of Supervisors and breaking down to the marketing firms.
  - d. The CBID will next meet on Wednesday, March 27<sup>th</sup> at 12:00 p.m. at the Apple Farm.
5. **Financials:** Contribution through January was 13.94% and a reconciled carryover will result in a one-time payout of \$8,645.
6. **Committee Reports**
  - a. Beautification/Outreach (Carol and Richard)
    - i. 1<sup>st</sup> Street Beach Access update: Shaun Cooper provided specs and plans of the new access, which will feature a concrete staircase in place of the wooden one. Permits have been obtained and the County has applied for Coastal Conservancy funds. The total estimate is approximately \$150,000, which is less than initially assumed. The County will not have to shore up the bluff and adjacent seawalls will not be compromised.

Construction will commence at the beginning of May with estimated completion by the end of June. As for the second Whale Tail location, the location options were the northwest corner of the Vets Hall parking lot and the bottom of D Street. Carol suggested the overlook at 3<sup>rd</sup> Street. The second location will need to be determined. The benches will need to be ready for installation by the end of June to meet the County of the Beautification and Infrastructure Grant guidelines. The total weight of the bench will need to be determined.

- ii. Whale Tail benches update: Previously discussed.
- b. Marketing (Toni and Carol): Some stats were provided from the report from Danna and she continues to do a great job with promotion on Facebook. Her photos are being utilized through the CBID as well; her photos have been added to an album on the H1DR FLICKR page.
- c. Events
  - i. Eroica California update: There was some frustration due to the lack of communication; however, the event itself is great and garners a lot of attention. Richard and Melissa met with Amedeo and an update was provided. The VAC board agreed to release the funds for the Eroica funding. Eroica California is looking for a new coordinator for the 2020 event.
  - ii. Richard spoke with a local artist who would be willing to host a workshop to inspire and direct business owners to create mermaids for the Mermaid March. Either a mermaid template/model could be created for individual decoration, or participants could both create and decorate their own mermaids.
- d. STP Liaison (Richard Shannon): Katie will attend either the May or April meeting to provide an update. Richard is still working on the garbage cleanup event.
- e. Chamber of Commerce Liaison (Toni and Carol): The Sea Glass Festival is taking place this weekend.

**7. Action Items:**

- a. Discussion and Vote for Approval – CrowdRiff Training: The CBID Board approved \$24,000 for the LFA Marketing Agencies to get a \$6,000 license for CrowdRiff, a user-generated content platform, through June of 2020. The photo sharing platform filters public photos and creates a library. Danna would need 2-3 hours to train and would be obliged to utilize the photos for the CayucosCA Facebook page. The CBID ran a test run with the Cambria, San Simeon, and Los Osos LFAs to determine the quality and quantity. Based on the photo assets provided, it was determined to be a worthy investment. The photos are found through the use of hashtags and/or geo-fencing. Richard Shannon made a motion to support the CrowdRiff Training for Danna for an amount not to exceed \$500; Toni LeGras seconded the motion. Motion carried.

**8. Old Business:**

- a. Welcoming Banners/Signage/School Mural: No update at this time.

**9. New Business:** None

**10. Future Agenda Items**

- a. Discussion and Vote for Approval – Jay Patel resignation
- b. STP Update – Katie Sturtevant (April or May)

**11. Closing Comments:** Toni will get some members together to look at possible whale tail bench locations.

**12. Next Visitor Alliance of Cayucos Regular Meeting:**

Date: Monday, April 8<sup>th</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**13. Adjournment:** 6:51 p.m.